



WEST SANTA ANA BRANCH

# Steering Committee Meeting No. 1

## *Project Initiation*

May 26, 2010



SOUTHERN CALIFORNIA  
**ASSOCIATION of GOVERNMENTS**  
[www.scag.ca.gov](http://www.scag.ca.gov)



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# Study Overview

- Project Background
  - 2008 Regional Transportation Plan
  - SCAG Transportation Committee direction
  - Cooperative effort – SCAG, LACMTA , OCTA
- Purpose
  - Identify “locally preferred” transportation strategy





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# Study Area Map





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# Study Process and Schedule

Consists of following efforts:

- |   |                        |
|---|------------------------|
| <b>1. Project Initiation/Scoping</b><br><i>Identify all possible alternatives</i>     | May-July 2010          |
| <b>2. Initial Viability Assessment</b><br><i>Identify Initial Set of Alternatives</i> | July 2010              |
| <b>3. Initial Alternatives Screening</b><br><i>Identify Final Set of Alternatives</i> | August-December 2010   |
| <b>4. Final Alternatives Screening</b>  | January-October 2011   |
| <b>5. Recommended Alternative</b>   | November-December 2011 |
| <b>6. SCAG/LACMTA/OCTA Actions</b>  | Early 2012             |



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# Stakeholder Input – What We Learned

## Dominant Themes and Questions

- **Traffic** – diagonal ROW crosses major north/south and east/west streets in both counties
  - *How can traffic disruption be minimized?*
- **Noise** – ROW is adjacent to well-established, stable residential neighborhoods
  - *How will the character and general quality of life in these neighborhoods be maintained?*
- **Speed** – transit service must be competitive with the automobile
  - *If a transit system takes longer to get from one point to another, why not drive?*





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# Stakeholder Input – What We Learned

## Dominant Themes and Questions (cont'd)

- **Cost** (to build, operate, and ride) – city governments, transit operators, consumers...everyone is tightening their belts
  - *Can an affordable transportation option be provided? Will funds be available to build and operate it?*
- **Congestion relief** – providing more transportation options
  - *What level of ridership will there be? Is it worth spending the money to build and operate?*
- **Development** – the project as a catalyst to attract more places to shop, live, dine
  - *Will this project bring new shoppers, diners, visitors to our city? How can it help our city become a new destination?*





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# Stakeholder Input – What We Learned

## Dominant Themes and Questions (cont'd)

- **Employment** – improved access for both employers (to workers) and residents (to jobs)
  - *How can we develop a system to serve our industrial and commercial base?*
- **Access to educational/cultural opportunities**
  - *Will improved access and connectivity prompt residents to explore life beyond their neighborhoods?*
- **Access to recreational opportunities** – pedestrian, bike trails and landscaping can enhance recreational options.
  - *How will you ensure that our communities get the recreational amenities they need?*





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# Participation Process

- Elected Official and Stakeholder Briefings
- Advisory Committees
  - Steering Committee
  - Technical Advisory Committee
- Community Meetings
- Other Communication Tools
  - Project Webpage
  - New Media Tools
  - E-Newsletters





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# Project Initiation

- Following Federal planning process
  - National planning process – results in “level playing field”
  - Allows project to qualify for federal funds, if desired
- Effort and results based on:
  - Technical analysis
  - Public participation and input





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# First Technical Study Efforts

- Project Initiation efforts include:
  - Agreement on travel demand model and cost methodology to be utilized
  - Validation and refinement of LACMTA model
  - Identification of “Purpose and Need” for project
  - Definition of evaluation process and criteria





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# First Public Participation Efforts

- Brief Elected Officials and Stakeholders
- Hold Advisory Committee Meetings
- Hold Community Meetings





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# Community Meetings

## Purpose and Desired Outcomes

- Inform community about project, including purpose, outcomes, timeline and opportunities for public involvement
- Solicit input to assist in identifying alternatives, evaluation criteria and public outreach methods
- Create a comfortable, engaging environment where everyone has the opportunity to provide input



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# Community Meeting Structure

Five meeting activities:

1. Open House with staffed Presentation Board Stations
2. Welcome and Project Presentation
3. Facilitated Small Group Discussion
4. Reports by Group Volunteers
5. Wrap Up and Next Steps





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# Meeting Locations

- Garden Grove – Tuesday, June 15
- Huntington Park – Wednesday, June 16
- Cypress – Thursday, June 17
- Cerritos – Saturday, June 19
- Paramount – Tuesday, June 22
- Stanton – Wednesday, June 23



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# Public Communication

## Getting the Word Out

- Workshop flyer distributed ¼-mile each side of Corridor by Walking Man
- Project webpage and new media (Facebook, Twitter)
- City WebPages
- Media outreach/press releases
- Outreach to community organizations



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# Committee Discussion

Please share your thoughts and ideas on:

- What do you think are the transportation issues/challenges in your community?
- What are the possible solutions? How should they be evaluated?
- What work, shopping, educational, entertainment, recreational or other destinations would you like easier travel to?
- How should the proposed transportation options be evaluated?
- What else should we consider when making Corridor transportation decisions?







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